

## INVOICE



**WPTV**  
**1100 Banyan Blvd.**  
**West Palm Beach, FL 33401**  
**Main: (561)655-5455**  
**Billing: (877)290-6105**

Invoice #	Invoice Date	Invoice Month	Invoice Period
313334-1	10/21/12	October 2012	10/01/12 - 10/21/12

Station	Account Executive	Sales Office	Sales Region
WPTV	Marta Salazar-Perren	EWS - Washing	National

Advertiser	Product	Estimate Number
Florida Federation for Child	FL Federation for Children	515

Billing Address:

**McLaughlin & Associates**  
**Attention: Accounts Payable**  
**566 South Route 303**  
**Blauvelt, NY 10913**

Flight Dates	Order #	Alt Order #
10/08/12 - 10/21/12	313334	

Billing Calendar	Billing Type
Broadcast	Cash

Special Handling
Duplicate Invoice

IDB #	Advertiser Code	Product Code

Agency Ref	Advertiser Ref

Send Payment To:

**WPTV**  
**P.O. Box 116871**  
**Atlanta, GA 30368-6871**

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
1	10/08/12	10/08/12	M-F 9-10a	9-10a	M-----	:30	1	\$1,500.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/08/12 10/14/12 M----- 1 \$1,500.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WPTV M 10/08/12 9:59 AM M-F 9-10a 9-10a :30 FFCTV12003H \$1,500.00 NM									
2	10/15/12	10/15/12	M-F 9-10a	9-10a	M-----	:30	1	\$1,500.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/15/12 10/21/12 M----- 1 \$1,500.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WPTV M 10/15/12 9:59 AM M-F 9-10a 9-10a :30 FFCTV12003H \$1,500.00 NM									
3	10/08/12	10/12/12	M-F 10-11a	10-11a	-1-1---	:30	2	\$1,000.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/08/12 10/14/12 -1-1--- 2 \$1,000.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WPTV Tu 10/09/12 10:29 AM M-F 10-11a 10-11a :30 FFCTV12003H \$1,000.00 NM 2 WPTV Th 10/11/12 10:52 AM M-F 10-11a 10-11a :30 FFCTV12003H \$1,000.00 NM									
4	10/15/12	10/19/12	M-F 10-11a	10-11a	-1-1---	:30	2	\$1,000.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/15/12 10/21/12 -1-1--- 2 \$1,000.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WPTV Tu 10/16/12 10:58 AM M-F 10-11a 10-11a :30 FFCTV12003H \$1,000.00 NM 2 WPTV Th 10/18/12 10:46 AM M-F 10-11a 10-11a :30 FFCTV12003H \$1,000.00 NM									
5	10/08/12	10/10/12	M-F 12n-1p	12-1p	1-1----	:30	2	\$650.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/08/12 10/14/12 1-1---- 2 \$650.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WPTV M 10/08/12 12:35 PM M-F 12n-1p 12-1p :30 FFCTV12003H \$650.00 NM 2 WPTV W 10/10/12 12:41 PM M-F 12n-1p 12-1p :30 FFCTV12003H \$650.00 NM									

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Invoice #	Invoice Date	Invoice Month	Invoice Period
313334-1	10/21/12	October 2012	10/01/12 - 10/21/12
Advertiser	Product	Estimate Number	
Florida Federation for Child	FL Federation for Children	515	

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
6	10/15/12	10/17/12	M-F 12n-1p	12-1p	1-1----	:30	2	\$650.00	NM
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/15/12	10/21/12	1-1----	2	\$650.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPTV	M	10/15/12	12:13 PM	M-F 12n-1p	12-1p	:30	FFCTV12003H	\$650.00 NM
2	WPTV	W	10/17/12	12:54 PM	M-F 12n-1p	12-1p	:30	FFCTV12003H	\$650.00 NM
7	10/15/12	10/16/12	M-F 5-530p	5-530p	11-----	:30	2	\$2,000.00	NM
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/15/12	10/21/12	11-----	2	\$2,000.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPTV	M	10/15/12	5:20 PM	M-F 5-530p	5-530p	:30	FFCTV12003H	\$2,000.00 NM
2	WPTV	Tu	10/16/12	5:27 PM	M-F 5-530p	5-530p	:30	FFCTV12003H	\$2,000.00 NM
8	10/08/12	10/09/12	M-F 5-530p	5-530p	11-----	:30	2	\$2,000.00	NM
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/08/12	10/14/12	11-----	2	\$2,000.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPTV	M	10/08/12	5:24 PM	M-F 5-530p	5-530p	:30	FFCTV12003H	\$2,000.00 NM
2	WPTV	Tu	10/09/12	5:24 PM	M-F 5-530p	5-530p	:30	FFCTV12003H	\$2,000.00 NM
9	10/17/12	10/18/12	M-F 6-630p	6-630p	--11---	:30	2	\$3,000.00	NM
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/15/12	10/21/12	--11---	2	\$3,000.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPTV	W	10/17/12	6:08 PM	M-F 6-630p	6-630p	:30	FFCTV12003H	\$3,000.00 NM
2	WPTV	Th	10/18/12	6:09 PM	M-F 6-630p	6-630p	:30	FFCTV12003H	\$3,000.00 NM
10	10/10/12	10/11/12	M-F 6-630p	6-630p	--11---	:30	2	\$3,000.00	NM
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/08/12	10/14/12	--11---	2	\$3,000.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPTV	W	10/10/12	6:13 PM	M-F 6-630p	6-630p	:30	FFCTV12003H	\$3,000.00 NM
2	WPTV	Th	10/11/12	6:07 PM	M-F 6-630p	6-630p	:30	FFCTV12003H	\$3,000.00 NM
11	10/20/12	10/20/12	Sa 8-10a	8-10a	-----S-	:30	1	\$1,500.00	NM
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/15/12	10/21/12	-----S-	1	\$1,500.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPTV	Sa	10/20/12	9:42 AM	Sa 8-10a	8-10a	:30	FFCTV12003H	\$1,500.00 NM
12	10/13/12	10/13/12	Sa 8-10a	8-10a	-----S-	:30	1	\$1,500.00	NM
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/08/12	10/14/12	-----S-	1	\$1,500.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPTV	Sa	10/13/12	8:29 AM	Sa 8-10a	8-10a	:30	FFCTV12003H	\$1,500.00 NM

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Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
13	10/21/12	10/21/12	Su 6p	6-630p	-----S	:30	1	\$1,000.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/15/12   10/21/12   -----S                      1       \$1,000.00									
Spots: # Ch <u>Day</u> <u>Air Date</u> <u>Air Time</u> <u>Description</u> <u>Start/End Time</u> <u>Length</u> <u>Ad-ID</u> <u>Rate</u> <u>Type</u> 1 WPTV Su   10/21/12    5:59 PM Su 6p                                      6-630p                      :30 FFCTV12003H                                      \$1,000.00   NM									
14	10/14/12	10/14/12	Su 6p	6-630p	-----S	:30	1	\$1,000.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/08/12   10/14/12   -----S                      1       \$1,000.00									
Spots: # Ch <u>Day</u> <u>Air Date</u> <u>Air Time</u> <u>Description</u> <u>Start/End Time</u> <u>Length</u> <u>Ad-ID</u> <u>Rate</u> <u>Type</u> 1 WPTV Su   10/14/12    6:13 PM Su 6p                                      6-630p                      :30 FFCTV12003H                                      \$1,000.00   NM									

Total Spots                      22                      Gross Total                      \$34,600.00

## Payment Terms 30 Days

Agency Commission                      \$5,190.00

Net Amount Due                      \$29,410.00